



Media release: 29 November 2018

GET in quick: Get Global launches 2019 Prospectus

Get Global, the one-day event exclusively showcasing international destinations for the Australian and New Zealand outbound business events market, launched its much anticipated 2019 Prospectus today, detailing new features of the event.

The 2018 event sold out its exhibition space with 120 exhibitors, and attracted 300 highly qualified buyers; 80% of which had over \$200,000 to spend in the following financial year. Over 80% of exhibitors said they met 20-50 new buyers at Get Global 2018, and the quality of buyers exceeded their expectations.

Co-Founders and Directors, **Gary Bender and Donna Kessler**, said the continued success of Get Global is due to the event being designed and managed by people who buy outbound events.

“Donna and I have been buyers and sellers in this industry for a long time; we know what people want, need and expect.

“We have specifically made Get Global easy to engage with, and a great place to network, buy and sell.

“With Get Global, exhibitors don’t need to spend weeks preparing their teams, don’t need to invest in an elaborate stand, don’t need to worry about appointments, and don’t need to adhere to conversation time limits set by others.

“We’re all about building and growing international relationships – and every aspect of the event has that laser focus in mind,” said Mr Bender.

Donna Kessler said working with their buyers and sellers closely is vital to the Get Global team.

“We take all feedback seriously, have conducted extensive consultations, and made some additions to the event for both exhibitors and buyers,” said Ms Kessler.

Listening to feedback from the exhibitors and buyers, changes to the show in 2019 include:

- A brand new exhibitor package that GETS you more exposure
- The buyer list will be shared with exhibitors BEFORE the show, so teams can prepare their sales pitches, ensuring targeted and valuable interactions
- Insurance is now included in all packages which makes exhibiting even easier. All you need is your favourite presentation device, Get Global do the rest
- Brand new floor plan
- New discounted price for additional exhibitor passes
- Updated sponsor opportunities

Plus:

- More presentations in the GET Smart Corner
- More in-zone catering to connect buyers and sellers
- More opportunities to network

“Every year our market is different, and so our show will evolve to reflect the needs and desires of people wanting to sell and buy international events.

“It’s a fine balance to connect exhibitors with genuine buyers and also provide the right amount of networking and educational incentives, however, we feel we have a great format that will drive substantial ROI for all involved,” said Ms Kessler.

Virginia McCarthy, Business Development Manager, Conference Venues and Booking Services, and Get Global Buyer said; “The exhibitors at Get Global were relevant to our business. I also learnt about new destinations who provided information and contacts for when the time comes for us to place business there. It was a very enjoyable and educational day.”

With the launch of the 2019 Prospectus, Get Global demonstrates their ability to live their tagline and truly be *‘where the world meets’*. View the full 2019 Prospectus here:

<http://www.getglobal.com.au/Prospectus2019F.pdf>

Get Global 2019 will be held on Friday 26 July 2019 at THE GALLERY, International Convention Centre (ICC) Sydney.

Visit www.getglobal.com.au for more information.

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Get Global targets Australian and New Zealand buyers who organise and influence decisions for meetings, events, conferences, incentives and retreats. 2019 will be the third edition of Get Global.

Notes to Editors:

Gary Bender and Donna Kessler are available for interviews, please request through the media contacts listed.

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Images (High-Res available upon request):

1. Gary Bender and Donna Kessler, Co-Founders and Directors, Get Global



2. Images from Get Global 2018





ABOUT GET GLOBAL | 26 July 2019, International Convention Centre (ICC) Sydney

www.getglobal.com.au

Get Global is a joint venture between two passionate industry professionals who have seen a gap in the market for an outbound industry tradeshow. Our mission is to provide an innovative and efficient business platform for international suppliers to connect with corporate meeting planners, incentive houses, PCO's, travel companies and anyone else that has international group business from Australia. Get Global, launched in 2017, was hailed a huge success by exhibitors and buyers alike. This innovative format for doing business is an intensive one day exhibition with 100% international product and is NOT your typical tradeshow. Get Global now



heading into its third year in 2019, promises more exhibitors (Go Getters), more buyers and more countries represented.

GET ACQUAINTED

Gary Bender, Managing Director, World Corporate Travel.

Gary has had 36 years' experience creating global corporate conferences, meetings and experiences for some of Australia's leading corporations. Beginning his career in travel back in 1982 in the UK for Thomas Cook, he has been in the business ever since. Now owner and Managing Director of World Corporate Travel (WCT) based in Sydney; a successful PCO and Corporate Travel Agency that has delivered incentive programs and conferences in Australia and all over the world.

Donna Kessler, Founder and Director, Tourism Portfolio.

Since the company's inception in 2002, Donna has represented high quality destinations, venues, resorts and event suppliers to the meetings, incentives and tourism markets. With almost three decades of experience in all aspects of tourism and the corporate industry, Donna has also held positions at the InterContinental Sydney and Hilton International Australia and has won the acclaimed Meetings & Events Australia State and National Sales and Marketing Person of the Year Award in 2005 and 2008 and now supports these awards in a judging capacity.